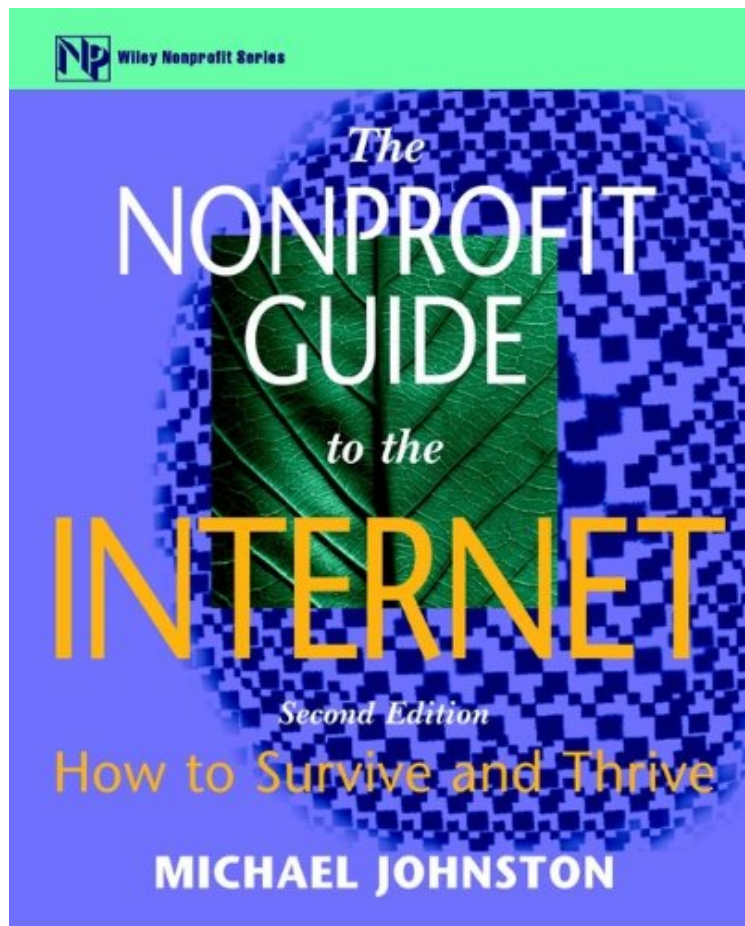


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The Nonprofit Guide to the Internet: How to Survive and Thrive (The AFP/Wiley Fund Development Series)

Michael Johnston

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Everything nonprofits need to boot up, log on, and benefit from the Net Now revised and expanded, this easy-to-use guide is packed with the vital information and advice you need to attain--and maintain--a cyberadvantage. Covering everything from computer basics to designing your own Web site, it shows you how to get connected, conduct research, raise funds, expand your outreach--with both adults and kids--electronically, and much more. With complete details on the latest technological advances, market trends, and cutting-edge tools, The Nonprofit Guide to the Internet, Second Edition. Surveys the most up-to-date hardware and software you need to get online Explores cyberfundraising

with examples from recent online campaigns Includes a rare usage policy to help your organization get the most of the Net at your office Illustrates nonprofit best practices on the Web with case studies, charts, and screen shots Shows how nonprofits can harness the idiosyncratic to develop a unique attention-getting presence on the Web Contains a multimedia bibliography, a glossary of terms, and a directory of nonprofit-related Web sites and addresses

From the Back Cover Everything nonprofits need to boot up, log on, and benefit from the Net Now revised and expanded, this easy-to-use guide is packed with the vital information and advice you need to attain—and maintain—a cyberadvantage. Covering everything from computer basics to designing your own Web site, it shows you how to get connected, conduct research, raise funds, expand your outreach—with both adults and kids—electronically, and much more. With complete details on the latest technological advances, market trends, and cutting-edge tools, *The Nonprofit Guide to the Internet, Second Edition*. Surveys the most up-to-date hardware and software you need to get online Explores cyberfundraising with examples from recent online campaigns Includes a rare usage policy to help your organization get the most of the Net at your office Illustrates nonprofit best practices on the Web with case studies, charts, and screen shots Shows how nonprofits can harness the idiosyncratic to develop a unique attention-getting presence on the Web Contains a multimedia bibliography, a glossary of terms, and a directory of nonprofit-related Web sites and addresses About the Author MICHAEL JOHNSTON is President of Hewitt and Johnston Consultants, a full service fundraising consulting group that specializes in nonprofit Web sites and all aspects of fund-raising campaigns.